

MARKETING

1. **Customer Service**
 - a. *Submission Requirements*
 - i. See GuildQuality Guidelines Form
 - ii. *2018 PRISM Awards Entry Recap with Payment*
2. **Brochure**
 - a. **Company**
 - b. **Product**
 - c. **Community**
3. **Direct Mail**
4. **Newspaper Ad**
5. **Magazine Ad**
6. **Billboard**
 - a. *Submission Requirements (Categories 2-6)*
 - i. *Completed Form for this Category*
 - ii. Marketing statement (250 words maximum, typed)
 - iii. Concept
 - iv. Target Market
 - v. Results in Marketplace
 - vi. PDF or JPG of Marketing Piece
 - vii. *2018 PRISM Awards Entry Recap with Payment*

BEST USE OF TECHNOLOGY

7. **Website Design**
 - a. **Builder**
 - b. **Associate**
 - c. **Community**
8. **Radio Commercial**
9. **TV Commercial**
 - a. *Submission Requirements (Categories 7-9)*
 - i. *Completed Form for this Category*
 - i. Marketing statement (250 words maximum, typed)
 - ii. Concept
 - iii. Target Market
 - iv. Results in Marketplace
 - v. Website address, Radio (.wav) or TV (.mov) spot
 - vi. *2018 PRISM Awards Entry Recap with Payment*
10. **Social Media**
 - a. *Submission Requirements*
 - i. *Completed Form for this Category*
 - ii. Social Media address links
 - iii. *2018 PRISM Awards Entry Recap with Payment*

PRODUCT

11. **Model Home/Spec Home**
 - a. **\$199,999 and Under**
 - b. **\$200,000 \$299,000**
 - c. **\$300,000 to \$399,000**
 - d. **\$400,000 to \$499,000**
 - e. **\$500,000 to \$599,000**
 - f. **\$600,000 to \$699,000**
 - g. **\$700,000 to \$799,000**
 - h. **\$800,000 to \$899,000**
 - i. **\$900,000 to \$999,000**
 - j. **\$1,000,000 +**
12. **Sales & Information Center**
13. **Retail Showroom/Design Center**
 - a. *Submission Requirements (Categories 11-13)*
 - i. *Completed Form for this Category*
 - ii. Minimum of 4 color photos in JPG format, 300 dpi
 - iii. List of any unique features
 - iv. *2018 PRISM Awards Entry Recap with Payment*
 - b. **Judging Criteria:** *Function, Ability to Visually Convey Info, Communication of Builder, Effectiveness Towards Target Market, Use of Merchandising to Reach Target Market*
14. **Remodeled Home**
 - a. **\$199,999 and Under**
 - b. **\$200,000 \$299,000**
 - c. **\$300,000 to \$399,000**
 - d. **\$400,000 to \$499,000**
 - e. **\$500,000 to \$599,000**
 - f. **\$600,000 to \$699,000**
 - g. **\$700,000 to \$799,000**
 - h. **\$800,000 to \$899,000**
 - i. **\$900,000 to \$999,000**
 - j. **\$1,000,000 +**
15. **Kitchen Remodel**
16. **Bathroom Remodel**
17. **Pool/Outdoor Living Space Remodel**
 - a. *Submission Requirements (Categories 14-17)*
 - i. *Completed Form for this Category*
 - i. Digital copy of floorplan in jpg format, 300 dpi
 - ii. Minimum of 4 color “before” photos in jpg format, 300 dpi

- iii. Minimum of 4 color “after” photos in jpg format, 300 dpi
- iv. Describe the Remodeling Project: unique issues, etc.
- v. *2018 PRISM Awards Entry Recap with Payment*
Judging Criteria: *Overall Design, Overall Look and Setting, Use of Space, Functionality, Aesthetics, Special Design Features, Construction Techniques/Materials, Curb Appeal Where Applicable*
18. **New Kitchen**
19. **New Bathroom**
20. **Pool/Outdoor Living Space**
 - a. *Submission Requirements (Categories 18-20)*
 - i. *Completed Form for this Category*
 - ii. Minimum of 4 color photos in jpg format, 300 dpi
 - iii. *2018 PRISM Awards Entry Recap with Payment*
 - b. **Judging Criteria:** *Overall Design, Overall Look and Setting, Creativity in Use of Materials, Use of Contours and Natural Areas Where Applicable, Use of Color*
21. **Community**
 - a. **Less than 100 lots**
 - b. **100 – 250 lots**
 - c. **251 lots and over**
 - d. **Multi-family community**
Submission Requirements
 - *Completed Form for this Category*
 - Minimum of 4 color photos in jpg format, 300 dpi
 - Community cannot be more than 18 months old
 - *2018 PRISM Awards Entry Recap with Payment*
22. **Single Family Home**
 - a. **Single Family Home – Detached**
 - i. **\$199,999 and Under**
 - ii. **\$200,000 \$299,000**
 - iii. **\$300,000 to \$399,000**
 - iv. **\$400,000 to \$499,000**
 - v. **\$500,000 to \$599,000**
 - vi. **\$600,000 to \$699,000**
 - vii. **\$700,000 to \$799,000**

- viii. **\$800,000 to \$899,000**
 - ix. **\$900,000 to \$999,000**
 - x. **\$1,000,000 to 1,499,000**
 - xi. **\$1,500,000 to 1,999,000**
 - xii. **\$2,000,000 to 2,499,000**
 - xiii. **\$2,500,000 to 2,999,000**
 - xiv. **\$3,000,000 to 3,499,000**
 - xv. **\$3,500,000 to 3,999,000**
 - xvi. **\$4,000,000 +**
 - b. **Single Family Home – Attached**
 - i. **\$199,999 and Under**
 - ii. **\$200,000 \$299,000**
 - iii. **\$300,000 to \$399,000**
 - iv. **\$400,000 to \$499,000**
 - v. **\$500,000 +**
Submission Requirements
 - *Completed Form for this Category*
 - Digital copy of floorplan in jpg format, 300 dpi
 - Minimum of 4 color interior photos in jpg format, 300 dpi
 - Minimum of 2 color exterior photos in jpg format, 300 dpi
 - *2018 PRISM Awards Entry Recap with Payment*
- Judging Criteria:** *Curb Appeal, Functionality of the Floor Plan, Exterior & Interior Design, Use of Interior Space, Special Design Features, and Construction Techniques/Materials*
- Sales and Marketing**
23. **Million Dollar Circle**
24. **Rookie Salesperson of the Year**
25. **Salesperson of the Year**
26. **Sales Manager of the Year**
27. **Marketing Manager of the Year**
28. **Mortgage/Loan Officer of the Year**
 - a. *Submission Requirements (Categories 23-28)*
 - i. *Completed Form for this Category*
 - ii. One *recent* digital photo of yourself in jpg format, 300 dpi
****this photo WILL be displayed during Award Presentation****
 - iii. *2018 PRISM Awards Entry Recap with Payment*